

商务英语应用文 写作与翻译

*English Practical and Commercial
Writing and Translation*

林 静 编著



北京大学出版社
PEKING UNIVERSITY PRESS

图书在版编目(CIP)数据

商务英语应用文写作与翻译/林静编著. —北京:北京大学出版社,2007.10
(21 世纪商务英语系列教材)

ISBN 978-7-301-12842-8

I. 商… II. 林… III. ①商务—英语—应用文—写作—高等学校—教材②商务—英语—应用文—翻译—高等学校—教材 IV. H315

中国版本图书馆 CIP 数据核字(2007)第 158826 号

书 名: 商务英语应用文写作与翻译

著作责任者: 林 静 编著

责任编辑: 姜 军

标准书号: ISBN 978-7-301-12842-8/H · 1855

出版发行: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn> 电子信箱: jj_bd2003@yahoo.com.cn

电 话: 邮购部 62752015 发行部 62750672 编辑部 62767315 出版部 62754962

印 刷 者: 北京大学印刷厂

经 销 者: 新华书店

787 毫米×1092 毫米 16 开本 14 印张 269 千字

2007 年 10 月第 1 版 2007 年 10 月第 1 次印刷

定 价: 26.00 元

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前言

当今社会,复合型人才炙手可热,尤其是我国成为世界贸易组织成员国之后,我国经济将全面对外开放,对外贸易必将迎来新的发展机遇,各行各业都需要大量的对外贸易人才。因此,许多非外贸金融专业的学生毕业后也很有可能从事与外贸有关的工作或与外商打交道。因此在走出校门之前,在大学英语基础上,进一步学习外贸和金融英语,掌握常见的各式英语应用文写作,了解与装备自己有关的基础外贸金融知识,如国际上进出口商之间的支付方式和具体做法、常见英语外贸单证基本知识、英语合同写作与翻译等就成为绝大多数在校生及准毕业生们的最实用的首选。

本书根据国内大环境的需要,针对目前许多学生的现状而编写,内容包括(1)请假条、启事、推荐信、备忘录、简历、海报等十八种常见并且实用的英语应用文写作要点及范例;(2)四种具有代表性的外贸信函的写作,如促销、订单、催改信用证及抱怨、争议、索赔等及其范例;(3)外贸合同的结构、文体特征及语言特点;(4)外贸合同的翻译原则及条款翻译;(5)信用证及其信用证项下要求提交的装船文件介绍等。本书编写目的:本着快而有效的宗旨,普及外贸英语,拓宽学生的英语知识面,扩展英语词汇量,传授基础外贸金融知识,使学习者在一至两个学期内基本掌握英语外贸知识,熟悉常见的英语外贸单证;正确地理解并翻译英语外贸合同等,从而为他们今后顺利地进行外贸工作打下良好的专业基础。本书是作者在对自编的教材进行使用——修改——使用的基础上完成的一本通用的高校选修课教材,同时也是作者这些年教学及科研的结晶。衷心希望它的问世能对高校在校生以及其他想了解、学习英语应用文写作及外贸商务英语的人士提供帮助和参考。

本书特色和对象:

1. 本书能快而有效地满足需要学习外贸金融英语及了解相关基础知识的人。
2. 本书能快而针对性地帮助需要提高相关英语写作及翻译能力的人。
3. 全书计划学习时间为一至两个学期。
4. 本书包含了不少从英国获得的第一手资料。
5. 本书共分三大部分:
 - (1) 商务英语应用文的写作;
 - (2) 商务信函的写作;
 - (3) 外贸合同的写作特点及翻译。

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CONTENTS

Part One Secretarial Writings

Chapter 1 Note	3
1. Definition	3
2. Kinds of Note	3
3. Examples of Notes/Signs	3
4. Writing Assignment***	9
Chapter 2 Notice	10
1. The General Information	10
2. The Writing Guide	10
3. Model Expressions	10
4. Examples of Various Notice	10
5. Writing Assignment	16
Chapter 3 Poster	17
1. What's Poster?	17
2. The Writing Instruction	17
3. Examples of Poster	17
4. Writing Assignment	18
Chapter 4 Announcement	19
1. The General Information	19
2. Model Expressions	19
3. Examples of Various Announcements	19
4. Writing Assignment	23
Chapter 5 Report	24
1. The General Information	24
2. Model Expressions	24
3. Examples of Business Reports	24
4. Writing Assignment	26
Chapter 6 Memorandum (Memo)	27
1. Memo and the Structure	27

2. About the Writing	27
3. Examples of Memos	27
4. Writing Assignment	29
Chapter 7 Agenda	30
1. Introduction of Agenda	30
2. Examples of Agenda	30
3. Some Expressions (of Amendments)	32
Chapter 8 Minutes	33
1. Introduction of Minutes	33
2. The Written Form of Minutes	33
3. Examples of Minutes	33
4. Writing Assignment	35
Chapter 9 Application	36
1. Tips of Writing a Job Application	36
2. How to Write an Application Effectively	36
3. Examples of Applications	37
4. Writing Assignment ***	40
Chapter 10 Résumé	42
1. Introduction of Résumé	42
2. Example of Résumé	42
3. Writing Assignment	43
Chapter 11 Recommendation	44
1. The Contents Involved	44
2. The Usual Sentences in the Letter	44
3. Letters of Self-Recommendation	44
4. Examples of Recommendations	44
Chapter 12 Letters of Introduction	47
1. Two Kinds of Introduction Letters	47
2. The Beginning Words of the Letter	47
3. Examples of Official Letters	47
4. Examples of Personal Letters	49
5. Writing Assignment	49
Chapter 13 Certificate	50
1. Introduction of Certificate	50
2. The Usual Expressions	50

3. Examples of Certificates	50
4. About Notarial Certificates	52
5. Commercial Certificates	53
6. Writing Assignment	55
Chapter 14 Letters of Resignation	56
1. About the Writing	56
2. Example of a Letter of Resignation	56
3. Writing Assignment	56
Chapter 15 Advertisement	57
1. Language Characteristics	57
2. Ads. in Purchases and Sales (with Chinese Translation)	61
3. Ads. for Vacancy	62
4. Usual Abbreviation in Ads.	63
5. Writing Assignment***	63
Chapter 16 Letters of Invitation	64
1. The Writing Skill	64
2. Expressions in Different Situation	64
3. Examples of Exhibition Invitations and Acknowledgements	65
4. Invitation Cards	66
5. Writing Assignment***	67
Chapter 17 Letters of Congratulation	68
1. The Writing of the Letter	68
2. Patterns and Expressions	68
3. Examples of Letters of Congratulation	68
4. Writing Assignment	69
5. Greeting Card	69
Chapter 18 Others	70
1. University Codes of Behavior—More Information*	70
2. Course Work*	71
3. Tips to Keep Your Instructors Happy*	71

Part Two Business Letters

Chapter 1 Sales Promotion	75
1. The Purpose of Writing “Sales Letter”	75
2. How to Write a Good Sales Letter?	75

3. Examples of Sales Letters	75
4. Useful Sentences on Sales Promotion	77
Chapter 2 Ordering	78
1. What's an Order?	78
2. The Quality of an Order/an Order-Letter	78
3. Examples of Ordering	78
4. Useful Sentences on Ordering	80
Chapter 3 Urging, Examining and Amending L/C	81
1. Urging the Establishment of L/C	81
2. Examining and Amending L/C	83
Chapter 4 Complaints, Disputes and Claims	86
1. Why do the Complaints Arise?	86
2. How to Write a Complaint or Claim Letter?	86
3. How to Write Letters Concerning Disputes?	86
4. Examples of Correspondence (Letters of Complaints, Disputes and Claims)	86
5. Useful Sentences on Complaints, Disputes and Claims	89
6. Some Terms Used in Complaints, Disputes and Claims	90
7. Exercise	91
 Part Three Contractual Writing and Translation	
Chapter 1 What's a Contract?	95
Chapter 2 The Structure of a Contract	96
1. Preamble of a Contract	96
2. Body of a Contract	96
3. Witness/Final Clause of a Contract	98
4. The General Clauses Involved in a Contract Summed Up	99
Chapter 3 Letters of Credit	100
1. The Definition of L/C	100
2. Kinds of L/C	100
3. The Contents Involved in an L/C	103
4. Useful Sentences on L/C	107
5. Examples of 9 Kinds of L/C	108
6. Shipping Documents Required under L/C	121

Chapter 4 Stylistic Features of Contractual Writing	142
1. Using Archaic Words	142
2. Using Capitalization	144
3. “Shall” in Legal English	145
4. “Should” in Legal English	145
5. Using Formal Words and Phrases	145
6. Using Pairs of Synonyms	147
7. Using “Include” and the Like	147
8. Using “ONLY”	147
Chapter 5 About Contractual Translation	148
1. Specific Criteria for Contractual Translation	148
2. Confusing Synonyms	148
3. More Examples of Words with Multi-interpretations	149
4. Exercise	154
Chapter 6 Translation of the Frequent Clauses in a Contract	155
1—16. Clauses and Their Translations	155
17. Exercise	164
Chapter 7 Contracts and Agreements	167
1. Sales and Purchase Contracts	167
2. Sales Agency Agreement	177
3. Consignment Agreement	182
4. Compensation Trade Contract	184

Appendix

I. Reference Key to the Writing Assignment	189
II. Reference Key to Part Three, Chapter 6	194
III. Reference Translation of Some Contracts (Chapter 7, Part 3)	196
IV. A List of Abbreviations and Simplified Words Commonly Used in	
Trading Documents	199
V. Frequent Words and Phrases in Foreign Trade	204
VI. References	210

Note: *material from UK; ***with reference key

PART

PART ONE

SECRETARIAL WRITINGS

ONE

CHAPTER 1 Note

1. Definition

- (1) A note is a short *letter*;
- (2) A note is a short *comment*;
- (3) A note is a notice/sign or attention.

2. Kinds of Note

- (1) Message
- (2) Leave or Absent Permits
 - ✓ Sick Leave
 - ✓ Private Affair Leave
- (3) Notice as Public Signs/Signs and Notes
 - ✓ Notes in Buses/Coaches
 - ✓ Notes in Tubes/Trains
 - ✓ Notes in Airport
 - ✓ Safety Instructions in Airplane
 - ✓ Notes in Public Places
 - ✓ Notes of Telephones
 - ✓ Notes in Shops

3. Examples of Notes/ Signs

- (1) **Message** 留言/ 便条

留言/便条是一种简单的书信形式,内容简要、文字紧凑、形式不拘。多数为本人留言或托人转交,很少用信封。

Example 1

Dear Peter,

I have done all my things here. I sincerely thank you for the trouble you have

8:30 A. M.

taken for my sake. I am leaving for home by train at two this afternoon. This is to say good-bye to you. Please kindly remember me to your wife.

Yours ever,
Jack

Example 2

Thursday

Dear William,

Mr. White of the ABC Company has rung up saying that he will call on you tomorrow afternoon.

Mike

(2) Leave or Absent Permits 请假条

请假条是便条的一种,相当于一种便条或短信,无论在学校或在职场都难免要用到。请假条主要有 Sick Leave (病假条), Private Affair Leave (事假条)等。格式通常包括日期、称呼、正文和署名等内容。

✓ Sick Leave

Example 1

March 2, 2005

Dear Sir,

Owing to a bad cold, I'm unable to attend classes today. I now submit a medical certificate issued by the doctor.

Hoping you can excuse my non-attendance.

Yours respectfully,
Liu Kun

Example 2

May 17, 2006

Dear Mr. Pike,

I very much regret I was unable to attend school this morning owing to a severe attack of illness. I am enclosing here with a certificate from the doctor who is attending me, as he fears it will be several days before I shall be able to resume my

study. I trust my enforced absence will not give you any serious inconvenience.

yours Sincerely,
Jack

✓ Private Affair Leave

Example 1

Machinery Engineering Department
Class 5
Sep.15, 2006

Dear Mr. Wang,

As my Canadian friend is flying home tomorrow, I have to see her off. I shall be very obliged if you will grant me my application for one day's leave tomorrow.

Yours respectfully,
Chen Hua

Example 2

To: John Smith, Supervisor
From: George Chen, Accounting Department
Date: March 11, 2005
Subject: Casual Leave of Absence

John, I would like to know if I could ask for a casual leave of absence from March 23 to 27.

Yesterday I received a letter from my parents, who are both over 70, telling me that a big flood took place at my home village, causing serious damage to my house. As the only son of my parents, I should be back to assess the situation, and help them to get over these difficulties.

Though I cannot stay at home for too long a time, I should at least make arrangements for repair work. I believe my relatives in the village and my neighbors will also come to help. Financially I have no difficulties.

I will call you at 1:30 p.m. or you can call me at any time.

(3) Notice as Public Signs / Signs and Notes 标示/提示语

标示/提示语的写作特征是简洁,采用祈使、命令语气,起着提醒、指示的作用。

◆ The simplicity is most appreciated for public signs when acting as warning.

◆ Tips:

Impersonal tone and positive tone may be preferable as those sound more friendly and pleasant.

- ◆ Signs make people be aware of something.
- ◆ There are three types of signs: signs for forbidden or obligation, signs for warning and signs for indication or direction.

✓ Notes/Signs in Buses/Coaches

In emergency, break glass. (on the bus window) *

In case of fire, stay in vehicle.

Keep your belongings with you at all times.

The light indicates the door is not secured.

These seats are meant for elderly and handicapped persons & women with child.

This coach is for holders of full fare.

When the bus is moving, do not speak to the driver.

With permission, but at owner's risk.

✓ Notes/Signs in Tubes/Trains

Please keep feet off seats.*

Help us to keep the tube litter free.

Luggage must not be put in the gateway.

Please keep gateways clear.

Stand clear of the door.

To ensure punctuality, this barrier may be closed up to one minute prior to departure of each train.

✓ Notes/Signs in Airport

Airport lounges

Airports shuttle

Check in area (zone)

Departure airport

Departure times on reverse

Exit to all routes

Flight connections

Help point (desk) / Inquiries

Left baggage

Lost property

Luggage from flights

Luggage pick up / Luggage reclaim

Nothing (something) to declare

Passport control

Reclaim belt

No smoking! No photographing! *

No water! No perfume! No fruit! No liquid! *

✓ **Safety Instructions in Airplane**

When the plane is taking off and landing, return seat back and tray table to the upright position. Fasten the seat belt.

When the oxygen mask falls down, pull it toward you. Cover your nose and mouth. Adult first then children. No open flames.

Brace position and lights located on the floor will guide you to the exits if an emergency arises.

Life vest is under your seat. Slip it over your head and fasten the buckle.

Do not touch any emergency equipment with read marks except in emergency.

Please refrain from smoking during the whole flight. Mobile phones, AM/FM radios, televisions and remote control equipment must not be used on board at any time. Life vest under your seat. Fasten seat belt while seated.

✓ **Notes/Signs in Shops**

Open for business as usual

Opening soon

Hours of opening

Computers in stock

For more information, contact our customer service desk

Please ask for assistance

Please check your change before leaving the checkout area

Please retain this receipt as proof of your purchase and your guarantee

Please leave bags at the counter

Services as usual

Fill in your selection here and take to a pay point

Thank you for your custom

✓ **Notes/Signs of Telephones***

London currently has three phone codes: 020 3, 020 7 and 020 8.

Last Number Recall

If you want to find out the number of the last person who called you, dial 1471.

Directory Enquiries

Dial 118 5000. Using the Directory Enquiry service is free if you call from a phone box if you're using a private phone the charges are high.

Operator Services

Always dial direct if possible as call connections by an operator are very expensive. Call 100 to speak to an operator if you're having difficulty getting through, for an early morning alarm call, and to make credit card calls. Dial 155 if you need to reverse the charges (so

the person who receives the call pays!)

Phonecards

Prepaid phonecards, which use a scratch-card to reveal your PIN (Personal Identification Number) are often the cheapest way of making international calls. They are available from newsagents.

Public Phones

Public pay phones take coins, credit cards or prepaid phonecards (and sometimes all three). The minimum cost is 20p.

EMERGENCY PHONE NUMBER

For Fire, Police or Ambulance

Phone 999

✓ Notes/Signs in Other Public Places

No Entry!

No Way Out.

No Parking!

Not to Be Laid Flat!

Not for Sale.

Cycling Prohibited!

Automatic Cleaning.

Danger! Keep Out!

Hands Off!

Admission By Ticket Only.

Caution: Not A Weight Bearing On Surface.

All Bags Must Be Checked.

Keep Off the Grass.

Commit No Nuisance!

Dangerous When Wet.

VIP Lounge.

Private Park.

No Thoroughfare.

Keep Right.

Road Ahead Closed.

School Ahead, Use No Horn.

Sorry! No Fishing Here.

Wet Paint.

Not Available For Loan.

Buckle Up. It's Law.

We Accept No Responsibility for the Loss of Any Article the Customers Leave Here.

Queue Up here for Tickets.

This Side Up.

Positively No Admittance.

✓ **Notes in Magdalen College of Oxford University***

Please:

Do Not walk on the grass or picnic in the grounds.

Do Not leave any litter.

Do Not enter any rooms or staircases or areas marked Private.

Be as quiet as possible, remembering that people are working here throughout the year.

Obey all notices.

Do not smoke.

Take care some paths and steps are uneven.

4. Writing Assignment***

Write a short note to Mr. Max Remington, the Public Relation's manager.

Ask for an advertisement for two translators.

Explain the reason.

Mention your urgency.

Write 30—40 words.